

Today's Presenter



Brandi Bates

Santa Rosa County Public Information Officer

An experienced local government public information officer with a demonstrated history of working in crisis communications as well as non-profit and the private sector. Brandi oversees Santa Rosa County's public information office, promoting the plans, programs and policies of the board of county commissioners.

Brandi graduated from FEMA's Master Public Information Officer Program in September 2019 and was awarded Florida Public Relations Association Pensacola Area Chapter's Communicator of the Year for 2019.



Trolls and their toll – on YOU



The Double-Edged Sword of Social Media

- Fast – You can post in seconds... and trolls can respond in seconds.
- Accessible – Everyone comments (kids, criminals, arm-chair politicians).
- Engaging – Get immediate feedback from 👍, ❤️, 😂, 😮, 😭 to 😡.
- Expands reach – Get a broader audience of both supporters and trolls.
- Measurable – See how many saw, shared, liked or disliked a post in seconds.
- Humanizes government – And sets you up for personal attacks.

Supporters

encourage their colleagues to follow you and often like and share your posts.

 the negative public - the county never uses the money to do things that are needed!! We never see results!!! They waste all the money and do corrupt things with it!! 😞

The county - hey, here's proof of where we spent the money and here's the fruits of the labor!! Also here's proof through an audit that there were no infractions on how the money was spent.

The negative public - hey stop showing me proof that you're doing what I complained about was wrong, no one likes a bragger!! I like living in my misinformed world.

[Like](#) · [Reply](#) · [Message](#) · 14w · Edited



Critics

point out your (perceived) mistakes and typos.

 wonder how many homeless or heatless homes have FB??

[Like](#) · [Reply](#) · [Message](#) · 3d



Santa Rosa County Emergency Management Danny W. Gregory while some of our homeless and heatless do have cell phones and Facebook, this is only one of our distribution tools. We also send news releases to 200 members of the media (print, radio and television) and several thousand email subscribers who share our updates with their friends and neighbors. Some organizations share it with their members or on their digital marquees as well. Good question, thank you for asking. We appreciate you helping us spread the word as well!

[Like](#) · [Reply](#) · Commented on by Brandi Lee Bates [?] · 3d



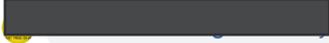
Upset Followers

have a legitimate issue you may be able to resolve.

 I would love to ask them about the pathetic resurfacing job on Munson hwy. It's very uneven, cracks are beginning to show, there's gouges in several places from their own equipment and some of the yellow lines became obscured when they paved the other side of the road. Plus, there's no white lines marking the edges of the road.

[Like](#) · [Reply](#) · [Message](#) · 5d



 sounds like county work to me

[Like](#) · [Reply](#) · [Message](#) · 5d



[Author](#)

Santa Rosa County Board of County Commissioners Hi Pam, I checked with public works and we are actually not finished with the paving project yet. The pavement course that is currently installed is the "leveling course." We will be coming back with the finished surface in a few weeks. The heavy rain... [See More](#)

[Like](#) · [Reply](#) · 5d



 Santa Rosa County Board of County Commissioners thank you for the link and the update!

[Like](#) · [Reply](#) · [Message](#) · 4d



Complainers

are annoying but harmless.

Haters

hate your organization
(and possibly you too).

 I know how excited you must be it's another chance for you to take the \$\$ from hard working taxpayers with an excuse.

[Like](#) · [Reply](#) · [Message](#) · 15w

 Nice try idiots we might have been born at night but not last night. STILL NO TO THE PENNY TAX TOMORROW.

[Like](#) · [Reply](#) · [Message](#) · 15w

 <https://www.bbc.com/news/world-latin-america-49984987...>



BBC.COM

Mexico mayor tied to car and dragged through town

[Like](#) · [Reply](#) · [Message](#) · 14w

Trolls

are off topic, attacking, profane and deliberate in causing conflict or confusion.

Trolls are NOT just anyone who disagrees with your agency.

 Sell a few of those parks that nobody uses and you wouldn't have to beg for money!

Like · Reply · Message · 17w · Edited   5

 those were done for 's re-election campaign....waste of money

Like · Reply · Message · 17w

 Typical idiot SRCC!  1

Like · Reply · Message · 17w

 Santa Rosa County Board of County Commissioners are we paying over time for you to post replies to social media?

Like · Reply · Message · 1w

Now is the Time to Push the Positives

- Pages get extra attention in a crisis – *blue skies vs. grey skies.*
- Share positive changes from the pandemic:
Improvements, research, additions, fast-tracked projects.
- Give your followers something to do:
Disaster preparedness tips, community needs.
- What can your followers share with you for engagement?
Photos of them working at home with their shelter pets.
- Don't forget the feels: *Photos of staff volunteering at food drives, first responders still responding, anything heartwarming.*

We're still sending
help your way.

911 Dispatch



NAVARRE BEACH



We're still keeping
you safe.

Navarre Beach Fire Rescue



STOP

We're still responding.

Gulf Breeze Police Department

POLICE
City of Gulf Breeze



FLORIDA
FOREST SERVICE

T. HOPKINS



FLORIDA
We're still
here to serve.

Florida Forest Service

**THANK YOU to ALL who are serving
our community from our emergency
services to our grocery stores.
#UnityInTheCommunity**





Santa Rosa County Animal Services

@SRCAnimalServices

Home

Posts

Videos

Photos

About

Community

Events

Fundraisers

Promote

Visit Ad Center



Santa Rosa County Animal Services

Published by Jessica Gutmann-Bfas [?] · March 27 · 🌐

Staff reached out to hundreds of volunteers, both those who have been volunteers for a long time and brand new ones, to help get the dogs and cats into homes. Most of them answered the call.



PNJ.COM

Santa Rosa County Animal Shelter is empty for the first time ever, thanks to surge of adopters and fosters

4,349

People Reached

49,445

Engagements

Boost Post

👍👍👍 438

61 Comments 3.9K Shares



Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

📅 Page created - October 12, 2010

Team Members



Brandi Lee Bates

Pages Liked by This Page



Flori Bama Small Breed Rescue



Doobert.com



Saving with Soul Pet Rescue of ...

English (US) · Español · Português (Brasil) · Français (France) · Deutsch



Privacy · Terms · Advertising · Ad Choices

Take a break from the news.

Information overload can be upsetting. Make an effort to switch off your screens once in a while.

Source: WHO



Santa Rosa County Emergency Management

Published by Brandi Lee Bates [?]

· April 3 · 🌐

25 Ways to Take a Much-Needed Break!



1. 100 TV shows that will keep you streaming for weeks www.usatoday.com/story/tech/reviewedcom/2020/03/26/coronavirus-100-best-tv-shows-watch-while-quarantine/2907294001

2. Read! totally free ebooks at the Santa Rosa County Library System - www.santarosa.fl.gov/571/eBooks And on Amazon - www.amazon.com/free-books/?k=free+books&rh=n%3A283155

3. Listen to an audio book or podcast. 100 free audio books - www.openculture.com/freeaudiobooks The best podcasts of 2020 (so far) - www.digitaltrends.com/mobile/the-best-podcasts-of-2020

4. Get some projects done at home - 23 ways to make your house look awesome for less than \$50 - www.moneytalksnews.com/23-ways-make-your-house-look-awesome-for-50-less

5. Take a college course for free - online classes from world class universities and companies

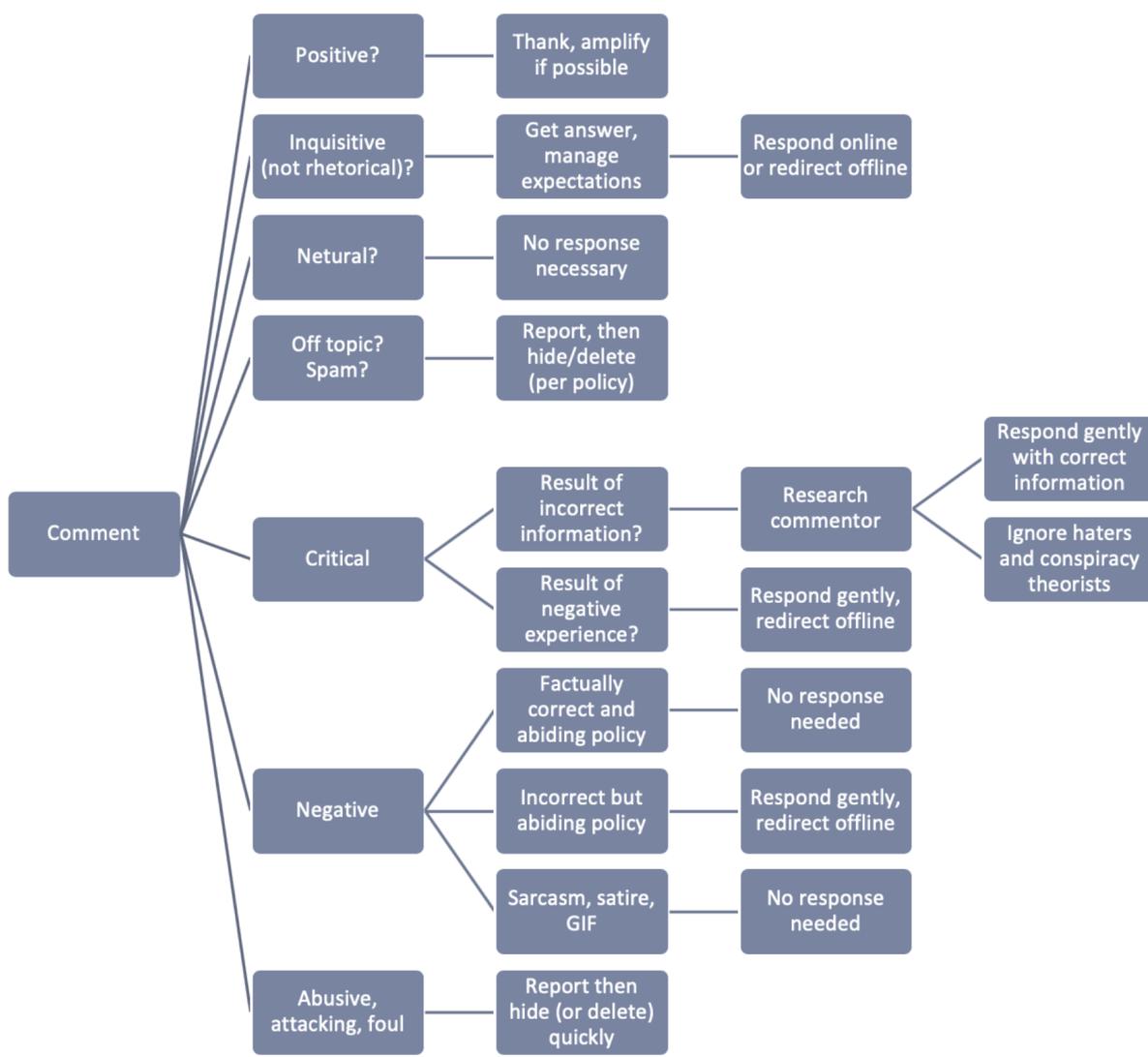


Comment as Santa Rosa



Why We Can't Have Nice Things

- Trolls think they are funny.
- Trolls think they are clever.
- Trolls post when they are bored (or when they've been drinking).
- Trolls enjoy causing confusing and baiting your followers.
- Research says some trolls are sadists.
- Why do trolls troll? Because of the **online disinhibition effect** or the lack of restraint when communicating online vs. face-to-face.



Taking Down A Troll

- Don't react emotionally! Respond with facts. Stay polite and professional. Would you want to see your response in the news?
- Steer negative conversations offline.
- Don't answer rhetorical questions.
- Protect your public from bullies or incorrect information
 - especially in disasters.
- If you hide or delete, do it quickly! And only if you have a great social media archiving service.



Facebook Tools

Please select a problem to continue



 You can report the post after selecting a problem.

Nudity

Violence

Harassment

Suicide or Self-Injury

False News

Spam

Unauthorized Sales

Hate Speech

Terrorism

Gross Content

Incorrect Voting Info

Q Something Else



If someone is in immediate danger, call local emergency services. Don't wait.

Send

Posts can be reported for:

- Inferiority, contempt and disgust
- Mocking victims
- Exclusion, segregation and more...

Block words (http, www, names) not allowed on your page and set your profanity filter to strong.

Reconsider Facebooks badges for “top fans” if your top fans are all trolls.

Remember...

- Tread carefully if responding with humor.
- Not everything is good for social media.
- Avoid posts at 4:30 p.m. or on Fridays.
- Social media is a limited public forum. Just because you don't like what they say doesn't mean they can't say it.
- But, what you permit, you promote.
- Be cautious responding in groups as your agency's page.



Santa Rosa County Social Media Policy

Keep your comments clean and appropriate. Followers who consistently disregard this policy are subject to being banned from the site indefinitely.

Santa Rosa County reserves the right, but is not obligated, to remove content from Santa Rosa County social media sites for any reason, including submissions which:

- are obscene, vulgar, or explicit including masked words (**), acronyms and abbreviations or are abusive, threatening, hateful or intended to defame any person, business, organization or governmental agency
- are intended to intimidate others page followers
- promote, foster or perpetuate discrimination on the basis of race, creed, color, age, sex, religion, gender, national origin, social caste, sexual orientation, disability or disease
- threaten to humiliate or assault others including other page followers or page administrators
- are clearly off topic, disruptive, random or unintelligible
- are fraudulent or deceptive and intended to mislead page followers
- are intended to compromise the safety or security of the public or public systems
- contain spam, advertising, solicitations or include links to other sites
- promote products, non-county services, political organizations or campaigns
- infringe on copyrights or trademarks
- advocate illegal activity
- violate a legal ownership interest, such as a copyright, of any party
- contain any external links
- violate any policies of Santa Rosa County

This site is not monitored on an ongoing basis.

If you have an emergency, do not post to this site. Call 9-1-1 immediately.

To submit a work request, visit <https://www.santarosa.fl.gov/FormCenter/Public-Works-7/Citizen-Work-Order-Request-48>.

The comments expressed on this site by its followers do not necessarily reflect the opinions and official position of Santa Rosa County.

All posts and comments made on this site are subject to the Florida Public Records Act, Ch. 119 F.S. or other public records laws as may be applicable.

Revised January 2020

Protect Yourself

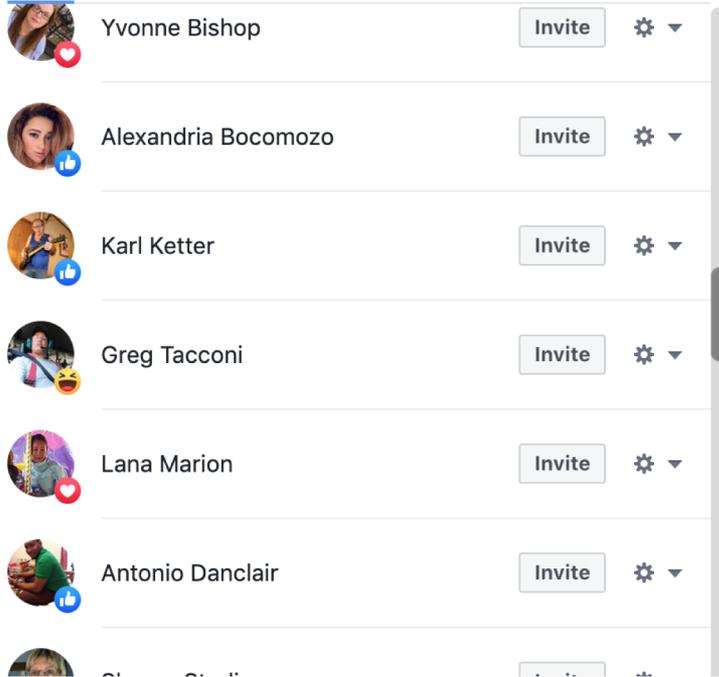
- Consult with legal on your social media policy.
- Post your policy on EVERY platform.
- Always abide by it quickly and consistently.
- Help your leadership understand what you do so they have your back.

When Your Page is Circling the Drain...

- Lock down your personal account to friends only.
- Pay attention to your profile photo.
- Put your page on “snooze” for a while.
- Don’t be an easy target!
- Consider what can go wrong before you make ANY post.
- Never wrestle with a pig. You both get dirty and no matter who wins, the pig loves it.

Invite to Like Santa Rosa County District One - Commissioner Sam Parker

All 35K 👍 19K ❤️ 15K 😲 693 😞 112 😂 17 😡 2



Build a Loyal Audience

- The antidote for 50 enemies is one friend (*or a couple thousand...*).
- Invite wisely – sort by reaction.
- Invite slowly – three seconds each.
- Limit invitations to about 100 per day.



📁 With the vote for the one cent Local Option Sales Tax coming up on Oct. 8, we wanted to take a look back at some of the projects that have been completed with the help of the current half-cent Local Option Sales Tax.

☀️ The Sunrise Drive entrance in Navarre was the county's second largest infrastructure project funded by the Local Option Sales Tax.

👉 For details on how the current half-cent local option sales tax has been implemented, as well as how a full-cent sales tax would be utilized, visit <http://bit.ly/CapitalProjectsSRC>. A feedback form is available on that page - any questions submitted there will be addressed for all to see. This page is not monitored 24/7; please see our social media policy under the "About" section.

Original post - May 2018

The Sunrise Drive entrance in Navarre is the county's second large infrastructure project funded by the Local Option Sales Tax. Through this project, the surface of Sunrise Drive has been raised by approximately 2.5 feet and is designed to help prevent impassable flooding from the ponds located on either side of the road following extended or intense rainfall events.



👍👎🙄 Daniel Hahn, Nicole Frenk and 75 others 140 Comments 15 Shares

Boosting Posts

- Don't boost immediately!
- Correct any mistakes first.
- Choose what you boost carefully.
- Consider the post's reactions when evaluating effectiveness.



All 77 👍 58 🙄 10 😲 4 ❤️ 2 🤪 2 😞 1

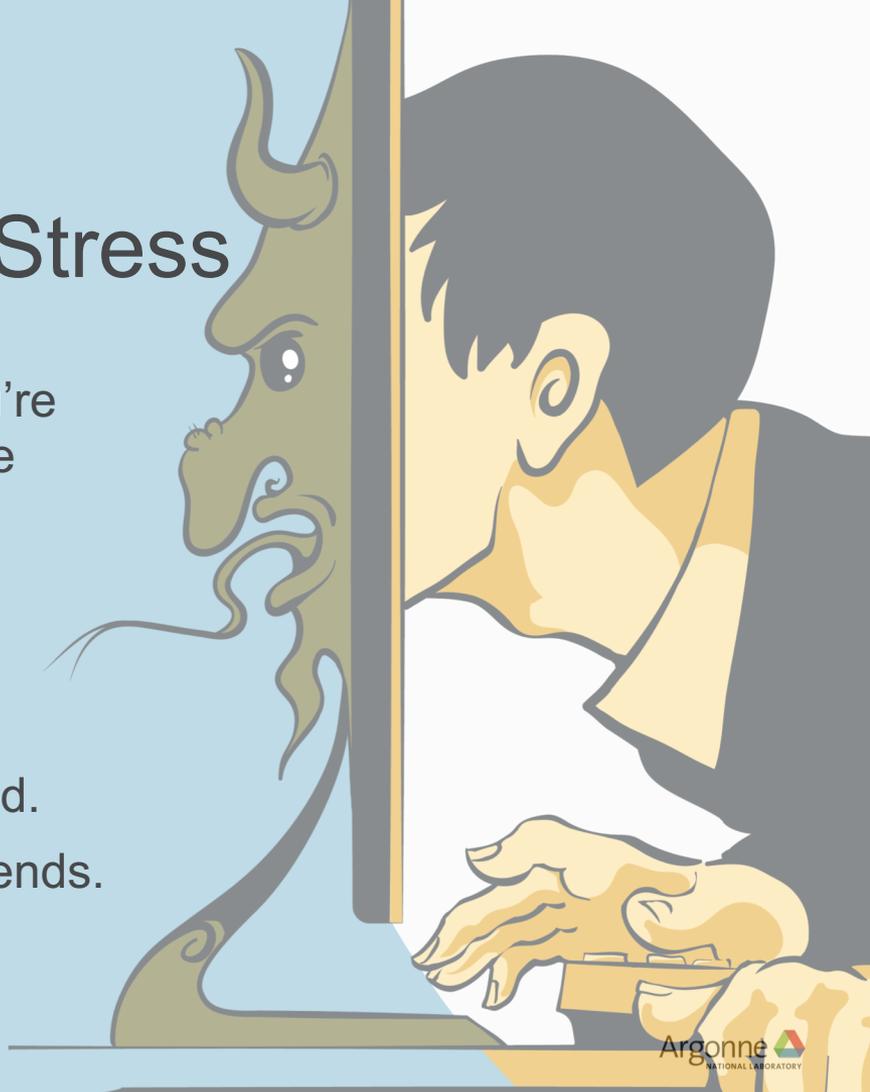
The Toll Trolls Will Take

- Trolls take up valuable time (they are at it 24/7/365).
- Trolls drain energy from you and your team.
- Trolls have negative effect on the morale of your ENTIRE organization – not just your team.
- Trolls can spread dangerous misinformation to your followers.
- Trolls set a mood for more negative posts on your page.

“If you don’t have something nice to say, come sit by me.”
- Trolls will eventually tarnish your reputation, if unmitigated.

Don't Underestimate the Stress

- Big mistakes are easy to made when you're tired. (And it's easy to make a big mistake now.)
- Get help from inside your agency. Build a team.
- Make a schedule. Take time off.
- Get help from your colleagues. Be a friend.
- Stop reading the comments on the weekends.



Satire

South Santa Rosa Gazette recommends **Maverick Board Riding Company**.
 April 4, 2019 · 🌐

OLD IHOP ACROSS FROM SURF SHOP TO BECOME COUNTY'S FIRST GENTLEMEN'S CLUB; OPENING APRIL 20, AS "BREEZER'S"
 April 4, 2019
 Gulf Breeze, FL... See More

2548 Gulf Breeze Pkwy,...

Official

Santa Rosa County Board of County Commissioners
 Published by Brandi Thompson Whitehurst [?] · April 5, 2019 · 🌐

👤🚫 For those who have seen some Facebook posts circulating about a gentlemen's club opening in the former IHOP in Gulf Breeze, this post is satire. The information is intended as a joke - there is no truth to it.

There is no need to contact county offices - we have an ordinance that specifically prohibits such establishments. We appreciate your assistance and sharing this information.

LIBRARY.MUNICODE.COM
Municode Library
 MunicodeNEXT, the industry's leading search application with over...

7,493 People Reached **1,995** Engagements **Boost Post**

👍❤️👤 69 30 Comments 23 Shares

👍 Like 💬 Comment ➦ Share

View 23 more comments Oldest ▾

Keith McClung Why is there nothing on this site, about the Commission wanting to increase the sales tax, AGAIN.
 Like · Reply · Message · 1y

Comment as Santa Rosa County Board of Coun... 🗨️ 📷 📺 🗑️

Santa Rosa County Board of County Commissioners
 6 hrs · 🌐

We apologize, but our previous post regarding the strip club opening up at the former IHOP location in Gulf Breeze was incorrect. We were unaware at the time of the post that the "adult entertainment club" to be known as Breezer's, will in fact be opening up in a few weeks. While we do have laws in place to prevent these establishments, it seems there was a loophole associated with the owners ethnicity. The owners are Asian which makes them a minority. That coupled with the fact that they will be serving authentic Thai cuisine is what allowed them to bypass the laws in place to prevent such establishments. We apologize to our community members and to everyone looking to us the last couple days for answers

Spoofer

All of this hoopla is over a somewhat, possibly, kind of but not really fictitious story we published last week about Breezer's Gentlemen's Club. We spoke with several residents including gymnast, Lyndsay Hammertoe, who said "I read the article and thought it was hilarious! It had my stomach doing cartwheels with laughter."

Former 3rd runner up to Marlboro 100's Miss Milton, FL Pageant and future Breezer's Gentlemen's Club employee of the month, Ashley "Ash" Tremouth stated "the article was a riot! Laughed so hard my dentures fell out in my diddy's(sic) lap!"

An official with pink hair from the the Santa Rosa County BOCC who enjoys a well-made Moscow Mule, charming younger men, and a cute Snapchat filter issued us a cease and desist letter, which you can see posted below. But we are here to say "NO! WE WILL NOT GO QUIETLY INTO THE NIGHT! WE WILL NOT VANISH WITHOUT A FIGHT! We're going to live on! We're going to survive! Today we celebrate our Independence Day!"

Thank you for your support! Please continue to do so by liking and following our page as well as our friends at [Maverick Board Riding Company](#), [Perkspectives TV](#) and [Pensacola Beach Pontoon Boat Rentals](#)

Adam and Allison

TK101 - The Gulf Coast's Rock Station

Navarre Press

Gulf Breeze News story: <https://news.gulfbreezenews.com/art.../its-no-laughing-matter/>



Questions?

Share your experience! pio@santarosa.fl.gov

